



RECEIVED
CENTRAL FAX CENTER
AUG 08 2005

FACSIMILE MESSAGE**IMPORTANT CONFIDENTIALITY NOTICE**

The documents included in this facsimile transmission from the law firm of Reinhart Boerner Van Deuren P.C. contain information which may be confidential or legally privileged. These documents are intended only for the use of the individuals or entities named on this transmission cover sheet. If you or your firm are not the intended recipient and have received this transmission mistakenly, you are hereby notified that reading, copying, disclosing or distributing these documents, or taking any action based on the information contained within them, is strictly prohibited, and that the documents should be returned to this firm immediately. If you have received this facsimile in error, please notify us by calling 815-484-1900 immediately so that we can arrange to retrieve the transmitted documents at no cost to you.

PLEASE DELIVER THE FOLLOWING TO:

Memory Tag: 2# _____

Name:	U.S. Patent Office	Facsimile No.	1-571-273-8300
Company:	Commissioner for Patents	Phone No.	

FROM: Angie Locke
DATE: August 8, 2005

REQUESTED BY Angie Locke
EXTENSION 5344

ATTORNEY NO.
CLIENT NO.
MATTER NO.
DOCKET NO. 502119

Total number of pages sent, including this page 3

IF ANY PROBLEMS OCCUR WITH THIS TRANSMISSION OR IF YOU HAVE NOT RECEIVED ALL THE PAGES, PLEASE CALL OUR FACSIMILE OPERATOR AT 815-484-1900.

COMMENTS:

**RESUBMISSION FROM 06/20/2005
HAVE NOT RECEIVED
ACCEPTANCE OF POWER

PLEASE FAX AUTOREPLY
FACSIMILE TO: 815-484-1032**

THANK YOU

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office via facsimile to (703) 872-9306: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: <u>June 20, 2005</u>			
Typed or printed name	<u>Nancy Kloster</u>		
Signature	<u>Nancy Kloster</u>	Date	<u>6/20/05</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

GROUP ART UNIT:

EXAMINER:

RECEIVED
CENTRAL FAX CENTER

AUG 08 2005

In re application of:
Michael Brinkman, et al.For: Label Holder for a Shelf Price
Channel

Application No: 10/743,215

Filed: 12/22/2003

Attorney Docket No. 502119

REVOCATION OF
FORMER POWERS OF ATTORNEY AND
NEW POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTERESTCommissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Southern Imperial, Inc. Company (hereinafter the "assignee") is the assignee of record of the entire interest of the above-identified U.S. patent application, and has a place of business at 1400 Eddy Avenue, Rockford, Illinois 61103

Pursuant to 37 CFR 3.73(b), the undersigned has reviewed evidentiary documents establishing a chain of title from the inventor(s) to the assignee and, to the best of the undersigned's knowledge and belief, certifies that title is in the assignee. An assignment from the inventor(s) to the assignee was recorded in the U.S. Patent and Trademark Office from Inventors Michael Brinkman and Kirk Lewis to Southern Imperial, Inc. recorded 3/15/2004 at Reel 015080, Frame No. 0281.

The assignee hereby revokes all previously given powers of attorney and appoints the following as its attorneys to prosecute and transact all business in the U.S. Patent and

In re Appln. of Michael Brinkman, et al.
Appln. No. 10/743,215

Trademark Office connected with the application, including the following: to receive all documents issued by the U.S. Patent and Trademark Office based thereon; to file continuation, continuation-in-part and divisional applications based thereon; to pay any and all fees, including maintenance fees for any resulting patent; and to file for reissues and extensions and to request reexamination of any resulting patent. All such powers are to be exercised separately or collectively.

Please recognize Reinhart Boerner Van Deuren Ltd. as Attorneys in this case: Customer Number 53609.

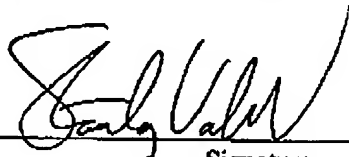
53609

The assignee requests that correspondence concerning this application be directed to Reinhart Boerner Van Deuren Ltd.: Customer Number 53609.

53609

The assignee also requests that all telephone calls be directed to Andrew J. Heinisch at (815) 484-1900.

Date: June 15, 2005



Signature

Stanley Valiulis

Typed or printed name of person authorized to sign on behalf of Assignee

CEO - President

Title